

MAgrSc Innovation Support Programme 2015-2017



Study Title: The role and value of Teagasc-Industry Joint Programmes for KT – lessons from the Tipperary Co-Op Joint Programme

Student: Redmond McEvoy

Supervisors:
Anne Markey UCD
Donal Mullane Teagasc

Office Location: Clonmel, Co.Tipperary



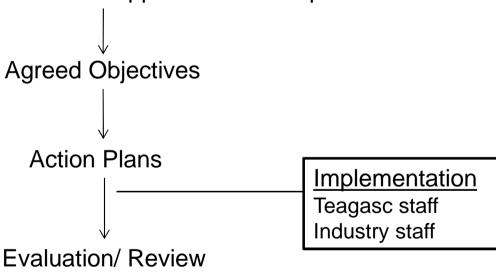
Background

Teagasc/ Industry Joint Programmes:

- ❖ To facilitate the advisory service with the industry.
- ❖ Maximise advisory methods such as monitor farms and discussion groups.
- ❖ Advise farmers to improve their farm profitability and efficiency

How do Joint Programmes operate?

Analyse key Issues for suppliers and Co-Op





Teagasc/ Tipperary Co-Op Joint Programme

- Teagasc/ Tipperary Co-Op joint programme running for 2 decades
- Currently 6th Joint Programme

Current Teagasc/Tipperary Coop Joint Programme objectives

- 1. Heifer numbers and target weights
- 2. Soils and soil fertility
- 3. Calving rates and fertility
- 4. Land use change
- 5. Animal health(added 17/12/14)



Objectives

- 1. To document the development of Teagasc-Industry Joint Programmes-background, objectives, organisation, management.
- 2. To identify Teagascs, the Industry's and farmer's attitudes to Joint Programmes.
- 3. To identify the impact of farmer participation in Joint Programmes on the adoption of new farming practices.
- 4. To identify the impact of farmers participation in Joint Programmes on efficiency and productivity.
- 5. To draw conclusions on the strengths, weaknesses, opportunities and threats of joint Teagasc industry programmes.



Methodology

- 1. Literature Review- Previous literature on Joint Programmes collected
- Categorised Tipperary Co-Op suppliers into participation levels based on their participation in the Joint Programme - High, medium and low participation
 - Done with the help of Teagasc advisors and Tipp Co-Op personnel

n= 413 suppliers						
High Participants (10 – 8)	Medium participant's (7 – 4)	Low Participants (3-1)				
119	128	166				
28.8%	31%	40.2%				

- 3. Farmer survey with 45 suppliers (15 suppliers from each category)
- 4. Collection of milk production and quality data from Tipperary Co-Op on surveyed farmers
- 5. Key informant interviews with Teagasc and Tipperary Co-Op personnel



Topics Surveyed

- Grassland Management
- Financial Management
- Soil Fertility
- Heifer Rearing
- Heat Detection
- Cow Fertility
- Bull Selection
- Herd Health
- Milk Quality



Findings to Date

Participation Level		Mean score for perceived knowledge on all topics (1-10)	Mean score for perceived level of influence from JP on knowledge of all topics (1-10)	
High	(n=10)	8.05	7.72	
Medium	(n=12)	7.31	4.18	
Low	(n=8)	7.53	3.78	

Milk Production and Quality Data

Participation Level	Vol Litres	Av Milk Yield/Cow 2015	Av B'Fat% 2015	Av Protein % 2015	Av SCC 2015	Av TBC 2015
High (n=10)	487760	5304	4.13	3.54	191	13
Medium (n=12)	332509	4996	4	3.49	219	16
Low (n=8)	270385	4605	4.05	3.51	273	27



Conclusions

- Farmers rate their knowledge on each of the topics highly
- On average the JP seems to contribute 'half' of their knowledge
- While mean knowledge is highest for highest participation in JP; the relationship between knowledge and participation is not clear
- Perceived Knowledge might not be actual knowledge
- Influence of JP on knowledge increases as participation increases



Next Steps to be Completed

- Complete farmer surveys
- Complete gathering data from Tipperary Co-Op
- Key informant interviews
- Data Analysis



Thank You

